

Using Out-of-Home, Exhibitive, Specialty, and Supplemental Media

Out-of-Home Media

Media (over 30 different types), such as outdoor advertising and transit advertising, that reach prospects outside their homes.

Outdoor Advertising

Outdoor Advertising growth is expected to continue as advertisers seek alternatives to declining audiences and ad clutter of other mass media forms. It greatly enhances awareness of and/or reinforces the advertiser's core message with high frequency at a very reasonable cost.

Standardized outdoor advertising uses scientifically located structures to deliver an advertiser's message to markets around the world. In the U.S., there are approximately 390,000 outdoor ad structures owned and maintained by 3,000 outdoor advertising companies, called *plants*.

Pros of Outdoor Advertising

- Accessibility.
- Reach.
- Frequency.
- Geographic flexibility.
- Demographic flexibility.
- Cost.
- Impact.
- Creative flexibility.
- Location.

Cons of Outdoor Advertising

- Fleeting message.
- Environmental influence.
- Audience measurement.
- Control.
- Planning and costs.
- Availability of locations.
- Visual pollution.

Creating Outdoor Advertising

Outdoor advertising is generally viewed from 100 to 500 feet away and by people in motion. It must be simple, brief, and easy to discern. It should use large illustrations and bold colors with simple backgrounds.

Type in Outdoor Advertising

The product should be clearly identified and lettering should be easy-to-read. The recommended maximum is 7 words. Spacing between letters and words should be separated to reduce confusion. Simple sans serifs are the most effective.

- Ornate type- faces are too complicated.
- Bold typefaces - appear blurred.
- Thin typefaces - seem faded.

Color in Outdoor Advertising

Designers should seek high contrast in hue (identity of color) and value (lightness or darkness) to make more readable. Colors adjacent to each other on the color wheel provide a poor contrast; colors across from each other strong, effective contrast. White goes well with dark colors and black is good with light colors.

Types of Outdoor Advertising

1. *Bulletins* measure 14 by 48 feet, plus any extension, and may carry either painted or printed messages. Bulletins are good where traffic is heavy and visibility is good. They work best for long-term use.
2. *30-sheet poster panels (standard billboards)* measure 12 by 25 feet and usually change every 30 days. This is the basic outdoor advertising structure. Messages are printed on standard poster sheets, which are mounted by hand on the panel. Stock papers are ready-made, 30-sheet posters, that can be purchased at a reduced cost. They are usually used by local florists, banks, etc., who simply place their name in the appropriate spot.
3. *Eight-sheet posters (junior billboards)* offer a 5 by 11 foot printing area on a panel surface 6 feet high by 12 feet wide. This type is concentrated in urban areas, where they can reach pedestrian and vehicular traffic. It is used by many local advertisers, like manufacturers of grocery products. It is an excellent medium for coverage close to the point of purchase.
4. *Spectaculars* are giant electronic signs that incorporate movement, color, and flashy graphics to grab attention in high-traffic areas. They are very expensive to produce and are found in the world's largest cities, such as Tokyo and Las Vegas.

Buying Outdoor Advertising

As a rule of thumb, a standard billboard costs around \$500 per month, offering the lowest cost per thousand of any major mass medium.

The basic unit of sale for billboards/posters is *100 gross rating points daily* or a *100 showing*. One rating point equals 1 percent of a particular market's population. Buying 100 gross rating points does not mean the message will appear on 100 posters; it means the message will appear on as many panels as needed to provide a daily exposure equal to

the market's total population. This achieves a daily reach of about 88.1% of the adults in a market over a 30-day period.

Location is everything in outdoor advertising. Advertisers that want more saturation can increase the number of posters or purchase better locations to achieve 200 or 300 GRPs per day.

Global positioning systems (GPS) are used by outdoor companies to give the exact latitude and longitude of particular boards using satellite technology. Media buyers can integrate this information with demographic market characteristics and traffic counts to determine the best locations for their boards. Some outdoor companies provide digitized video of their locations so the buyer can see the actual board and the environment in which it is located.

Regulation of Outdoor Advertising

The Highway Beautification Act of 1965 controls outdoor advertising on U.S. interstate highways and other federally subsidized highways. It was enacted partly in response to consumer complaints that outdoor advertising was spoiling the environment. It caused the image of outdoor advertising to improve dramatically. Each state regulates, administers, and enforces outdoor advertising permit programs through its department of transportation. Some states prohibit all outdoor advertising.

Transit Advertising

Transit advertising includes bus and taxicab advertising, as well as posters on transit shelters, terminals, and subways. It is not considered a major advertising medium. It is more attractive to national marketers because it reaches middle- to lower-income urban consumers and provides supplemental coverage of these groups. Transit is attractive to local advertisers because allows retailers to expand their reach inexpensively, and they often receive co-op support from national marketers.

Pros of Transit Advertising

- Long exposure.
- Repetitive value.
- Eagerly read messages.
- Low cost.
- Creative flexibility.
- Need satisfying.
- Environmentally sensitive.

Cons of Transit Advertising

- Status.
- Crowded environment.
- Selectivity.

- Clutter.
- Location.
- Creative restrictions.

Types of Transit Advertising

1. Transit shelter advertising is a newer form of out-of-home media, where advertisers can buy space on bus shelters and on the backs of bus-stop seats.
2. Terminal posters are one-sheet, two-sheet, and three-sheet posters in many bus, subway, and commuter train stations, as well as in major train and airline terminals. These posters are usually custom designed and include attention getters, like floor displays, island showcases, illuminated signs, dioramas (3D scenes), and clocks with special lighting and moving messages.
3. Inside cards are normally 11 by 28 inches and are placed in a wall rack above the windows of a bus.
4. Car-end posters are transit advertisements of varying sizes, positioned in the bulkhead.
5. Outside posters include a variety of transit advertisements appearing on the outside of buses, including king size, queen size, traveling display, rear of bus, and front of bus.
6. Taxicab exterior advertising consists of two-side posters positioned on the roofs or rear doors of taxis that are internally illuminated.

Buying Transit Advertising

The cost of transit advertising depends on length and saturation of showing and size of space. Rates vary extensively, depending on the size of the transit system.

“Showing” is the unit of purchase. Full showing means that one card will appear in each vehicle in the system. Space may also be purchased as half or quarter showing. Rates are usually quoted for 30-day showings, with discounts for 3-, 6-, 9-, and 12-month contracts.

Advertisers supply cards at their own expense, but transit company can help with design and production.

Special Inside Buys --*Basic bus* is all the inside space on a group of buses. For an additional charge, *take-ones* can be affixed to interior ads for passengers to request more detailed information, send in application blanks, or receive some other benefit.

Special Outside Buys -- *Bus-o-rama signs* are jumbo full-color transparencies backlit by fluorescent tubes and running the length of the bus; one on each side of bus. *Total bus* is all the exterior space, including the front, rear, sides, and top.

Mobile Billboards

Mobile billboards are a cross between traditional billboards and transit advertising. It may include advertising on the sides of tractor-trailer trucks or specially designed flatbed trucks carry long billboards up and down busy streets. Local routes are available on delivery trucks in large cities.

Other Out-of-Home Media

Electronic signs are large displays that provide text and graphic messages, similar to those found in sports stadiums. They may be found in retail stores, subway trains, etc.

Advertisers can now advertise on *parking meters* and *public telephones* in such locations as hotels, restaurants, airports, college campuses, and convenience stores.